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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Applicants:	Mark Haines, et al.	Docket No.:	40655.7600
Serial No.:	10/010,947	Group Art Unit:	3622
Filed:	November 6, 2001	Examiner:	Alvarez, Raquel
Title:	SYSTEM AND METHOD FOR NETWORKED LOYALTY PROGRAM	Confirmation No.:	5619

AMENDMENT AND REPLY

Entered Amot
w/RCE 10-16-07
JJS
10-25-07
Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450

Dear Commissioner:

In reply to the Final Office Action dated July 23, 2007, in which this Reply is filed within two months, please consider the following Remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 4 of this paper.